

Review Article

Radiating Social Change: An Analysis of the Dawn's Lifestyle Supplements 2001-2012

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Abstract

This analysis is premised on the fact that enormous social change is taking place in Pakistan, but very little is being written or analyzed about it by the academia. Newspapers, no doubt, are documenting it on daily basis. However, an important source material in this regard has emerged in the form of supplements printed by the largest national English daily *Dawn*, which has been appearing once or twice a year since 2001 to date (early 2013). Its main theme has been 'change' which is being described, explained and investigated in this paper in its multiple dimensions. The Lifestyle supplement has been a part of an expo focused on the theme of 'lifestyle'. The great popularity of the event shows it has become an agent of change in its own right, since many hundreds and thousands of Pakistanis have so far participated in it.

This paper is meant to outline, review and analyze major contours of change as portrayed in these Lifestyle supplements, so it is not a complete picture of change happening in Pakistan. The paper evaluates the worth of these supplements as a source material to comprehend the process in the context of Pakistani. The first section gives the theoretical background, followed by a brief introductory section of each supplement, 19 in total. In section three, views expressed in various articles of the supplement are summarized to explain the major contours of change which can be categorized under fourteen heads: individual life, collective life, dressing, eating and recreation, marriage and family dynamics, social relations, social structure, thinking (ideals, ideology, role models, etc.) worldview, value system, aspirations and wishes for the future, arts, technology, and gender.

Introduction

'If nothing succeeds like success, then there can be no more successful an event than All About Lifestyles'.¹ This quote alludes to the fact that this event is worth attention in terms of its societal value. 'All About

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¹ <http://www.Dawn.com>, 22 April 2012.

Lifestyles’ is the title given to a series of exhibitions organized jointly by the Herald Group of Publications, which has been publishing the largest English daily of Pakistan—*Dawn*²—and the advertising companies. This series not only documented and analyzed but also invigorated a process of change owing to its own magnitude of impact. Historically the *Dawn* has been a harbinger of independence for Pakistan, as it was inaugurated by the Father of the Nation, Muhammad Ali Jinnah in 1942, before the partition of India in Delhi when he thought of conveying to the people the message of Muslim League through an Urdu and an English newspaper.³ In fact *Dawn*’s association with Pakistan has been older than Pakistan itself, because, then Pakistan was just an idea, a dream, or a distant target. *Dawn* became a mouthpiece of the Muslim League, the architect of Pakistan, so it played an important role in the struggle for independence till it was achieved in the midnight of 14-15 August 1947. On the 15th August 1947, with the dawn of independence, the first issue of *Dawn* also appeared in Karachi, then the capital of new state, and since then it has been serving as the most revered English daily so far. It has been preserving the history of the nation in its own professional manner. It has maintained its posture of being inclined to the ideology of the left, hence has been countering the rightists’ persistent attempt to overpower the state in Pakistan to implement their retrogressive agenda.

Apart from being a national institution and an icon of pride for the print media, the *Dawn* has been a popular and influential⁴ newspaper of the elite of the country and a messenger of modernization for the educated masses. This point is revealed in its event-series of ‘All About Lifestyles’, which was launched on 13 June 2001. This event is held once or twice a year⁵ in Karachi. At the national level it is held in Lahore and Islamabad as well. *Dawn* brings out a special edition under this title,

² *Dawn* is a newspaper of the Herald Group of Publications. For further details see the website, <http://www.Dawn.com>.

³ Quaid-i-Azam himself became the managing trustee of the ‘Muslim Press Fund’ holding public donations, established thereof. Other two trustees were Nawabzada Liaquat Ali Khan and Sir Aga Khan. So in this way *Dawn* (English) and *Manshoor* (Urdu) started their publication. *Dawn* was initially a weekly, but on 12 October 1942, it was first published as a daily newspaper. Mehdi Hasan, *Sahafat* (Lahore: Aziz Publishers, 1998), p.247.

⁴ *Dawn* claims: ‘When it comes to reaching Pakistan’s super affluent and ultra sophisticated consumers, DAWN is the only medium capable of doing so successfully’. www.Dawn.com, 22 November 2012.

⁵ The expo could not be held in Karachi in summer 2008, according to the sources of *Dawn*. Expos were held in Karachi, Lahore and Islamabad at different dates and the Lifestyle supplement did not accompany all of them.

which contains articles on the general theme of ‘lifestyle’ and, in most cases, also the specific theme chosen for each issue. Advertisements are essential part of this venture hence appear in large volume in all the issues of *Lifestyles*. The ‘Lifestyle Expo’ event is found to have ‘become a definitive and much awaited branding event for all leading companies—national and multinational—who consider the event a unique opportunity to come face to face with their customers on a platform that enables them to showcase their products live.’⁶ On the receiving end, the people have responded notably. The attendance in June 2007 was about 300,000 in three days in Karachi only, while in spring 2008, in about seven days 780,000 people came in Karachi, Lahore and Islamabad.⁷ This attendance makes the event itself important to be investigated from sociological point of view.

This paper is based on the review of 19 issues of daily *Dawn* supplement published as the ‘All about Lifestyle’ series, as listed below with their general/specific themes.⁸

- i 2001 (June 13): All about Lifestyles, ‘Make it your Lifestyle Statement’
- ii 2002 (April 11): Lifestyles: ‘Changing Times, Changing Lifestyles’
- iii 2002 (December 27): ‘Focus on Lifestyles’
- iv 2003 (June 27): ‘Soul of the City’
- v 2003 (December 27): ‘Karachi’ and ‘Passion for Fashion’ (two parts)
- vi 2004, (May 14): ‘Summer in the Air’
- vii 2004 (December 24): ‘Housing’
- viii 2005 (June 10): ‘Lifestyles, Of Trends and Tastes’
- ix 2005 (December 16): Lifestyles: ‘Winter Gala’
- x 2006 (June 23): All about Lifestyles: ‘The Branded Identity’
- xi 2006 (December 22): ‘Past and Present’
- xii 2007 (June 22): ‘Let’s Bring our Culture Back’
- xiii 2007 (December 28): Lifestyles: ‘Choices Galore’
- xiv 2008 (December 19): All about Lifestyles: ‘Ode to Karachi’
- xv 2009 (November 20): ‘All about Lifestyles’
- xvi 2010 (June 25-27): ‘All about Lifestyles’
- xvii 2010 (November 5): ‘All about Lifestyles’
- xviii 2011 (June 24): ‘All about Lifestyles’
- xix 2012 (June 22): ‘All about Lifestyles: Highway to Pakistan’

⁶ www.Dawn.com, 22 November 2012.

⁷ *Ibid.*

⁸ The lifestyle event was still on in the year 2013 till the publication of this article.

The above list mentions phrases written in the titles. The major theme was 'Lifestyles', but the sub-themes kept changing. In fact, the issues not showing any special theme in their title were also focused on some theme, as their contents showed. This whole series seems to be run as experimentation with styles, central ideas, and articles. This sounds very logical with a new venture based on an innovative idea spanning over eleven years. It is hoped that if such an effort continues with continuous revision of its direction and focus, the amazing variety of lifestyles and their changing characters in Pakistan can be focused.

The first section of the paper deals with theoretical background. The second section codifies, analyzes and explains the themes/contents of articles of *Dawn* Lifestyles supplements (DLS). The third section analyzes selected dimensions of change, followed by a section on advertisements. *Dawn* has made an impact through the Lifestyle events, but to understand this, first, let us have a look into the scenario of 'change' in Pakistan.

The context

Pakistan has been going through a protracted transition, in which the old and the new have been in a continuous dialectical struggle. It may be said appropriately and precisely that different variants of the old and the new lie on a continuum. Anyhow, apparently, both the old and new patterns are seen drifting in a direction which is generally labeled as modernity, yet, at times, a segment of society reverts to the old so a backward movement also becomes discernible. Such fluid conditions continue; new patterns are emerging with the disappearing of the old, or the old is occasionally labeled and presented as 'new'; thus it is an interesting phenomenon to be studied in depth. In Pakistan, this process of change has been insufficiently recorded, analyzed and preserved in academic writings. The newspapers have been reporting, writing and explaining the process of social transformation in a style suitable for their journalistic purpose. In the view of paucity of resources on 'social change' in the academia this paper suggests to focus upon newspapers, too, as a source material on the same subject. This paper is limited to the analysis of the articles printed in the daily *Dawn* supplements series, generally labeled as 'All about Lifestyle'. It was started in 2001 and apparently is continued to date. The last supplement was published in February 2013. The patterns and dynamics of change in lifestyles of Pakistanis, focused in this series, obviously cannot cover all dimensions of change in Pakistan.

The literature dealing with socio-cultural change in Pakistan has been produced by a variety of organizations and professionals, and is

available in many forms, yet it is not comprehensive, and a lot still needs to be investigated.⁹ Fast pace of change is also magnifying this challenge.

Theoretical perspective

This section briefly looks into the theories which describe two major topics relevant for this paper: mass media and its impact; and advertising theory. Both have significance for the process of social transformation in Pakistan happening through the role of media, and marketing, which uses advertising as its tool.

Mass Media and its impact: According to Om Gupta, the Transmissional Model of Shannon and Weaver describes mass media as sources of communication which happens through transmitting a message by the sender and it's receiving by the receiver. This model assumes audience as a passive recipient. The Mass Manipulative Model of media, developed later on, highlighted the role of mass media in promoting and establishing ideological hegemony, which helped the powerful classes to influence the masses to secure their own interests, power, wealth and status, as was highlighted by Antonio Gramsci.¹⁰ The Marxist and neo-Marxist thinkers viewed media as managing the opinion for the benefit of the powerful. Such views remained popular in the first half of the 20th century but later research showed that power of media is not that strong, as these models had described. Rather it was proposed that in democratic societies media can inform people of other components of the polity, and mass media is a source of powerful influence, through its channels of advertising, editorials, and agenda setting, which determine the contents for thinking and debate for people. Noam Chomsky has called this role as 'the manufacture of consent'.¹¹ The early neo-Marxist cultural studies highlighted the influence of mass media intentionally used to control the audience in a manner which is called 'cultural hegemony'. Lull explains this hegemony as 'the power of dominance that one social group holds over others', and he adds that this dominance is 'a tacit willingness by people to be governed by principles, rules and laws which they believe

⁹ The author reached this conclusion in the light of her research carried out for doctoral study, entitled 'The Changing Cultural Patterns of Pakistan (1972-2006) with Special Reference to the Role and Perception of the Non-governmental Actors' accepted by Pakistan Study Centre, University of Karachi, 2011.

¹⁰ Om Gupta, *Media Society and Culture* (Delhi: Isha Books, 2006), p.2.

¹¹ *Ibid.*, p.5.

operate in their interests, even though in actual practice they may not'. Lull finds that 'Hegemony is a process of convergence, consent, and subordination. Indeed, social institutions, industries, and ways of living are synthesized into a mosaic which serves to preserve the economic, political, and cultural advantages of the already powerful'.¹²

In this theoretical background, the promotion of lifestyle themes by the daily *Dawn* for over a decade can be understood as an agenda-setting role of the media. This role is generally discussed and understood in terms of media's 'patterns of coverage on public issues over some period of time, a week, a month, an entire year'.¹³ But those few issues given emphasis during the period are not a result of a premeditated goal. Rather many journalists decide on day to day news of the moment, yet the public opinion is formed by this implicitly projected agenda, as public opinion polls have revealed.¹⁴ It means that media agenda corresponds and determines the subsequent public agenda because the issues and their aspects chosen for public attention by the media are found to 'influence the public perception of these issues'.¹⁵ This seems applying to some other functions of media mentioned by the functionalist theorists, which include cultural transmission which refers to projecting or reflecting people's own beliefs, values and norms.

A very useful approach for analyzing the effect of Lifestyle supplements is the 'domestication approach'.¹⁶ It focuses upon a household as a unit of a transactional system of economic and social relations. The individual household is taken as the one engaged in putting meaning on and buying the commodities under the impact of advertising. Four phases of domestication, described by Gupta include: appropriation, objectification, incorporation and conversion. These phases describe the perspectives of individuals who acquire technology with different purposes. These purposes include: consumption; psychical disposition of the acquired object in the spatial environment in the home; multiple functions of the technology appropriated for purposes which may not be intended by its designers and marketers; and, the overall role of technology in redefining the relationship between the household and the outer world. In this way the complex relationship of the culture and technology is established between the institutions and the individuals. The kind and type of items advertised and purchased in the Lifestyle

¹² Cf. Lull, in *ibid.*, p.6.

¹³ Om Gupta, *op.cit.*, p.89.

¹⁴ *Ibid.*, p.90.

¹⁵ *Ibid.*, p.94.

¹⁶ *Ibid.*, pp.25-6.

expos confirm this effect of media, as the main focus was mostly on consumer items.

The Lifestyle supplement series has drawn attention towards the process and agents of change, including mass media, thus leading towards a mass society. Hoggart explains that old beliefs, assumptions, and habits, all can be dissolved when the social placing and the authority to sustain that setting are reduced. People belonging to the middle class persons are most resentful of the affluence enjoyed by upper classes, thus they are more prone to change whereas change affects almost all sections of the population. Hoggart adds that the forces bringing change include: a criticism of religious beliefs, resulting in a decline of authority and hence more self-choosing options; greater prosperity allowing more spending; technology and its speedy adoption;¹⁷ and pervasive capitalism with its highlight of maximum profit, a growing sense of class, and a low level of literacy which encourages exploitation. The educational system itself strengthens divisiveness, despite emphasis upon equality of access to education. With ever-expanding inflow of remitted money, and the overall consumption going up, there is, therefore, an ultimate spiraling trend of going shopping even by the lower-middle class inspired by seasonal sales or similar incentives for shopping. An inter-generational change is also observed even among the working class which has got more to spend,¹⁸ with greater freedom to choose and a good indicator of this is the growing number of shopping malls. This description of the British society by Giddens, with little qualification difference, can be applied to the urban society of Karachi. The overall disengagement from religion may not be proved, but on the whole the society is shifting towards more and more adoption of means and modes of modernization shunning traditions in many aspects.¹⁹

Postmodern French theorist, Jean Baudrillard tells about the impact of mass media as to how it transforms the nature of people's lives, because this media does not only represent the world to us; it also determines and defines the world we live in. The newspapers can design and make those events a part of their readers' life, a job which is very effectively done by the television. The society in Pakistan is fast becoming a consumer society, in terms of using available media,

¹⁷ Especially that of cellular phones acquired by all the social classes; or purchase of television, etc., in Pakistan.

¹⁸ Though poverty is seen growing in recent years, yet the knowledge, motivation and options for the working class seem growing as well,

¹⁹ Anthony Giddens, *Sociology* (Polity Press, reprint Islamabad: National Book Foundation, n.d.), p.586.

commodities, and opportunities to enjoy, interact and feel free. The response to the Lifestyle events was, therefore, encouraging, and in this way the impact of Lifestyle campaign spread to a significant number of citizens.²⁰

Advertising Theory: An important aspect of today's journalism has been its relation with the advertising industry. *Dawn* Lifestyle supplement (DLS) has been basically designed to hold an expo to bring people to an event under the theme, to make them think, purchase and change their life.²¹ For this the cooperation of *Dawn* and advertising companies was necessary. To analyze the ads appearing in DLS a brief look into the concepts and theory related to advertising is also necessary.

Advertisements have mainly four basic elements, which are related to the product, its price, place to procure and promotion in a way to convince the target audience to buy the products. But this is not all advertisement is about, advertising may have a public service content as well, which is non-commercial, whereas the form mentioned just before, is a commercially motivated one. The topic of 'lifestyle' cannot be called a public service issue or initiative, but this entails at least an idea to stimulate thinking and in this sense advertising has been used as an effective educational tool by a leading English daily, *Dawn*, for reaching and motivating a large section of people. In its public service dimension, advertising technique is seen informing and motivating people to think about some particular item, and also to put them to action, i.e. to participate in an event, which, apparently is mainly a commercial extravaganza, a fanfare thing, but, in fact, has considerable social significance. The topic of lifestyle is in a way non-commercial, too. The diversity of messages related to different aspects of lifestyle, as is evident from the range of advertisements and the articles, makes this topic intellectually relevant, too. There are messages about health, fitness, energy saving, traditions carried on till today, a connection with past, an adventure of experimenting with new, a sense of enhancing quality of life, and a lot more information about the availability of

²⁰ <http://www.Dawn.com>, 22 June 2012. As mentioned in footnote # 7. The detail of visitors is given with reference to only a few events, but it gives an idea of the actual turnout.

²¹ Apparently it is a profit-driven activity of the newspaper, as it has been publishing a number of supplements throughout the year, on a variety of themes, mostly on regular basis. All such supplements bring income to the publishing house through ads, besides motivating the public in certain direction, e.g. education, environment, or other social issues.

quality products of modern lifestyle. All this suggests professing a vision of being connected to the future by acquiring a global worldview. This very effect can to some extent be called a social class leveler as well.

The theory of sales promotions calls the exhibition activities as double purposed because these are used to gather information about what type of customers would be drawn in, where they are, and, then to jumpstart sales. Sales-promotions include things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales-promotions is to stimulate potential customers to action. The advertising companies found it a good chance to cooperate in the Lifestyle venture for their sales promotion. The power of mass media was there of course to convince in this regard. The heavy turn-out of visitors in the Lifestyle expos in three cities confirmed that the stimulation was successful. The DLS data and the sale promotion activities at the expos also provided evidence of using different methods – discounts, samples, contests, games, giveaways – etc.; in fact, the expo was a suitable event to offer all these. In addition to it, there were fun and cultural shows, exhibitions, dog shows, food gala, etc., all to attract people and give them a good time out.

According to the ‘hierarchy of effects model’ under the advertising theory, objectives of any advertising campaign and the individual’s process of decision-making to buy a product involves six steps: awareness, knowledge, liking, preference, conviction, and purchase. The practical participation of people in the lifestyle expos has definitely given them ample chance to pass all the six stages to finally procuring the items. There are more theoretical explanations for the process of advertising as to how it affects the buyer. For instance, Means-End Theory suggests that an advertisement should contain a message or means that leads the consumer to a desired end state.

The number of participants in Lifestyle expos has been amazing, thus making the event a mega event, a real success, and giving reasons to continue it beyond a decade. This makes the ‘Lifestyle’ an event of good advertisement impact.

Quantitative and qualitative analysis of *Dawn* lifestyle supplements articles

According to the *Dawn* sources, there appeared total 19 supplements in the *Dawn* Lifestyle series till June 2012, comprising 996 full pages of a newspaper, carrying 739 articles written by different authors mostly belonging to Karachi, a small proportion from other cities of Pakistan, and a small contribution from abroad. This section would present the

DLS concept of lifestyle, and number of articles according to the indicators of change discussed as their major theme.

Conceptualizing 'lifestyle': It is deemed pertinent here to examine the DLS series itself as to how it has conceptualized its central theme—Lifestyle. It is described in the introductory article of the very first edition of DLS by Hissam, as:

Lifestyle is the way we live, as individuals, as groups. Lifestyle is not just how we dress, what we eat, how we interact with family, friends, and with the community at large. Lifestyle is the way we think, the way we hold our worldview, nurture our values, the way we are driven by desires and by dreams.²²

In this sense, the supplement series seemingly assumes ten major dimensions of lifestyle including: individual life, collective life, dressing, eating, family dynamics, social relations, thinking (ideals, ideology, role models, etc.) worldview,²³ value system, and aspirations and wishes for the future. It was also clarified in the same article that variety, heterogeneity, conflict and change are major characters of contemporary Pakistani society. Major determinants of this changing lifestyle scenario are largely global, social, economic and politico-historical. In other words these are modernization, urbanization, economic liberalization and globalization. With this concept of changing lifestyles, the series starts with the assertion that 'change' is a very complex phenomenon. This article is an attempt to highlight this aspect of complexity and to contextualize 'change', too.

At the outset the major themes selected from time to time by the DLS need to be considered. 'Lifestyle' has been the permanent theme. The list of DLS in the beginning of the article, shows repetition of the theme of change and continuation from past to present in at least six supplements; in terms of trends and tastes at one place, or in evaluating the change across a millennium at the other. The city of Karachi has been prominently covered in three DLSs. Market mechanism, shopping, branding, availability of choices, and bargaining for the price one pays,

²² Zeenat Hisam, 'A Society in Flux', *Dawn, All About Lifestyles* (Supplement), hereinafter *DLS*, 13 June 2001, p.1.

²³ The concept of worldview is very much relevant here, because, it refers to the 'view of life and the total environment that an individual holds or that is characteristics of the members of a society', and it is 'the life scene as people look out upon it'. E. Adamson Hoebel, '*Anthropology The Study of Man* (New York: McGraw-Hill, 1966), p.491.

are themes of five DLSs. Seasons of summer and winter emerge as worth treating in particular in two. Housing, tourism, and the felt need of bringing the culture back, are topics of one DLS each.

Quantitative Analysis: The section deals with the subject matter and factors of change mentioned and analyzed in the DLS series. It shows the comprehensive nature of the material produced in DLS dealing with various dimensions of change in Pakistan. Change focused here mostly deal with reference to the urban society. Rural areas, no doubt, follow the urban areas but the forefront of change is largely the 'city' hence the focus. In order to accommodate the diversity and depth of the themes, the coding scheme (indicators) for the articles data used here is rather different, much broader than the ten aspects mentioned in the previous section. In fact there was a much greater variety and that was squeezed for the sake of this review but it can be seen even in the broad categories mentioned below. In the following is summed up the data collected for total 739 articles. It would be followed by a section giving an introduction of each supplement. The details with respect to the advertisements of DLS (2001-2012) would come later. There were about one thousand printed pages on the issue of 'change', and on the average 0.74 per cent of article was printed on one page. The space allotted to ads was about 40 to 45 percent of the printed space. First of all are mentioned, in descending order, aspects that received prominence in the DLS. The actual number and percentages are given after each category as follows:

These are: city, urban life, urbanism, urban change, urban problems (51, 6.9%); leisure, sports, pets, video games, ball parties and celebrations (50, 6.7%); housing, decoration, gardening, furnishing (40, 5.4%); fashion, dresses, jewelry, shoes, dress accessories (39, 5.2%); tourism, travel in Pakistan and its northern region where K2 and Rakaposhi lie (38, 5.1%); education, books, printing, magazines, reading habit (37, 5%); food, eating out (37, 5%); shopping, consumers, consumerism (34, 4.6%); advertising, branding, markets (28, 3.8%); mobile phones, information technology (28, 3.8%); media history, camera, media including film, TV, radio (26, 3.5%); art, artscape, marketing of art (26, 3.5%); social change in general (22, 3%); family, marriage (20, 2.7%); youth, children (20, 2.7%); history, heritage (19, 2.6%); health, treatment, healthy living (16, 2.2%); cultural diversity, culture shock (16, 2.2%); global linkages, diaspora (16, 2.2%); theatre, music (14, 1.9%); investment, banking, credit cards, commerce, housing financing (14, 1.9%); economics of change, disaster rehabilitation (13,

1.8%); technology, gender (12 each, 1.6%); and, individual, psychology, counseling, future, collective behavior (12, 1.6%).

Among the topics covered in less than ten articles include: corporate world (9); beauty, beach/sea (8 each); architecture/archeological sites, transport, environmental issues/climate, politics/law (7 each), non-Muslims, creative literature/language (6 each, morality, religion, Sufis, *urs* (6), kitchen, social relations/NGOs, Pakistan as a nation (4 each); ethnic communities, luxuries, social problems, security (3 each), living naturally, personalities (2); safe water, civil rights, event management, and rural areas (1 each).

Qualitative analysis: Brief review of Lifestyle supplements

1. June 2001, All about Lifestyles: 'Make it Your Lifestyle Statement'

The first issue of DLS conceptualizes and gives an overview of lifestyle. Planned in a comprehensive manner, major topics in this issue include cultural diversity, changing lifestyles, cultural life of cities, urbanization, sociological changes, music, Internet, technology, home appliances, recreation, homes, sports, fashion, interior decoration, books, etc. Most of these themes, kept recurring in the later issues. Lifestyle changes in historical perspective and linguistic indicators of one's cultural background are elaborated. Reasons of people's failure to achieve the higher standards of life mainly due to psychological shortcoming are discussed. Under the cultural themes are discussed certain abandoned traditions, which are still retained by the masses, though the elite has forsaken them long ago. It is noted that the 'popular culture' contains seven different ways to fold a beetle-leaf. The joint family is also popular. The articles dealing with education talk about declining morality of the educational institutions which has its mainstay on respect for teachers and a commitment to achieve through diligence. However, with refutation of past-worship in the universities, have now come greater rationality, confidence and boldness, which are surely welcome signs in certain respects.²⁴ The articles dealing with Islamabad highlight its cultural infertility, which was deliberately cultivated. Regarding Khyber Pakhtunkhwa there are articles writing about rising class-consciousness, smuggling, and ways of its political class.²⁵

2. 2002 (11 April): All About Lifestyles

This issue has the central theme of comparing the old and the new, asserting that a 'consumerist culture' has started taking hold of 'the

²⁴ Tazeen Javed, 'The End of Idealism', *DLS*, 13 June 2001, p.10.

²⁵ M. Ilyas Khan, 'Eccentric, Yuppies and Murderers', *ibid.*, p.22.

minds and wallets of many urban Pakistanis', in the hope of 'retail therapy',²⁶ i.e. getting satisfaction by spending money. Original planning of Islamabad is mentioned as an outcome of a president's dream, but it took shape on paper by a Greek planner. It has now become a city of corruption and conspiracies. Such assertion about a modern capital may not be unfounded yet this lifestyle of Islamabad is perhaps not different from most capitals of the world, no matter how elegantly they have been conceived or built. The pace of life in Islamabad, generally taken earlier as drag, was felt changing towards the faster side.²⁷ The life in walled city of Lahore is definitely changed but some princely styles are still retained.²⁸ What Lahore suffered in the name of beautification, is also mentioned.²⁹ It is also explained how Peshawar has been changing after the Afghan war though with a degree of resistance.³⁰

Another locale of change is found at the coast of Mekran, in the city of Gwadar, which is being transformed after construction of the port there.³¹ Balochistan, particularly Quetta, is regrettably mentioned as being neglected in terms of tourism.³² At the national level, the crisis of identity is discussed³³ amongst the multitude of crises Pakistan as a nation found itself in, especially after the 9/11 incident.³⁴ In this context lifestyle of Pakistanis in the USA has been especially discussed.³⁵ Some other themes discussed in this issue include expatriates' problems, prejudices, confusions, and choices of occupations.

Regarding information technology, this issue carries articles about net chatting, cyber cafes, introduction of net in a small city of Larkana, mobiles, SMS, multiplicity of TV channels, ban on Indian channels, and decline of cinema culture. Microfinance, informal sector housing in slums, fitness, fashion, pets, consumer's satisfaction are also entertained in this issue.

²⁶ Omar R. Quraishi, 'The Triumph of Retail Therapy', *DLS*, 11 April 2002, pp.1, 3.

²⁷ Aileen Qaiser, 'City Life without the Mad Rush', *ibid.*, p.6.

²⁸ Shehar Bano Khan, 'Inside the Walled City', *ibid.*, p.9.

²⁹ Quddus Mirza, 'Road Side Show', *ibid.*, p.31.

³⁰ Hammad Khan, 'The Tale of a Conquered City', *ibid.*, p.10.

³¹ Abbas Jalbani, 'Between Two Worlds', *ibid.*, p.11.

³² Hammad Khan, 'No One Writes about Quetta Any More', *ibid.*, p.44.

³³ Qasim A. Moini, 'A Question of Identity', *ibid.*, p.16.

³⁴ Uzair Akhtar, 'An American Nightmare?', *ibid.*, p.17.

³⁵ SAC, 'The ABCD of Pakistani Americans', *ibid.*, p.18.

3. 2002 (27 December): *Focus on Lifestyles*

This issue has covered a good variety of dimensions of lifestyle. The context is provided by Zaidi who tries to locate Pakistan in the New Global Order. The ‘new’ dimensions of social existence—urbanization, elite isolation, consumers’ rights, consumer financing, shopping malls, and the nature of social and economic change in general—are discussed here. Politics is focused in at least two articles with reference to the parliamentarians and women in parliament. The al-Qaeda’s activities in the Khyber Pakhtunkhwa and the changing situation of Northern Areas are discussed. Besides, there are articles on music, television, cable networks, mobiles, old cars, pets, ‘O’ and ‘A’ level education, college life, culture shock, figurative art, and fashion. An interesting feature of this edition is of presenting short profiles of people in various professions, such as a physician, marketing executive, lawyer woman, drummer, dentist, snake-charmer, clerk, police constable, housewife, fruit-seller, a tribal immigrant to Karachi, and a newly arrived Siraiqi family.

Another ‘new’ has been discussed under the title of consumers’ rights’ by Nasir, who calls this title a tool of capitalism beautifully packed to camouflage its own vagaries. The consumers are called vulnerable to exploitation because of their lack of awareness. ‘The Network for Consumer Protection’, an NGO established since 1992, has been receiving good feedback, still, sadly, the consumers make the most unfortunate section, who have to raise their voice even louder, to be heard, the writer suggests,³⁶ yet the question remains: are they capable of it? How a cute little Siamese kitten has enriched the life of a family is wonderfully explained by Mapara.³⁷ An interesting ad with its highlight, ‘Singer History’, is both informative and educative. The Singer Company has been operative in this part of the world since 1877, whereas its first sewing machine was invented in 1865. Now the Singer has established itself in multiple types of technologies.³⁸

4. 2003 (27 June): *‘Soul of the City’*

The famous title of Karachi—the City of Lights—as discussed historically by Mubarak Ali, shows how the city developed from a small fishing village into a sprawling metropolis. He holds that Karachi is no doubt not ancient, but distinct soul of this city has evolved from the contribution it has made to the fields of literature, culture, and

³⁶ Shabnam Nasir, ‘Protecting the Consumer’, *DLS*, 27 December 2002, p.25.

³⁷ Fouzia Mapara, ‘Confessions of a Cat Lover’, *ibid.*, p.32.

³⁸ The Singer Company, *ibid.*, p.7.

economics. The sense of belonging to a city develops from people's interacting, meeting, and exchanging ideas in the public space, and in doing so, they develop association with the city.³⁹ Razvi understands that this soul of Karachi is threatened by the globalization's leveler effect. The IT revolution has now made people of the middle class over communicated, while the appetite to stay connected and to know more and to know first of all is insatiable. Now the people living along the ribbons of development share the aspirations of the big city-dwellers. Now communication has made people aspire for the same, adopt same habits, and people's visions are changing.⁴⁰ Despite this, children's reading material varies across the income groups, with the lower class having no access or interest in story books, as they spend money on vital shopping. However, the classic fiction of Urdu has acclaimed an everlasting appeal, according to Husain.⁴¹ Articles about the art scene of Quetta and Peshawar tell that it is devoid of any art gallery, so the true artistic potential of the provinces of Khyber Pakhtunkhwa and Balochistan is not truly cultivated and the marketing outlets are rare so earning from art is a hard job. The media has been supporting the art activity in Karachi, Lahore and Islamabad. Going beyond commoners, Mirza writes about the institutions of art education in Lahore which is the birth place of art in Pakistan.⁴² Husain introduces the Abasin Arts Council of Peshawar and its artists like Jehanzeb, Arbab Muhammad Sardar, Tayyeba Ahmed, Ghazala Misbah, S. Imtiaz Husain, Nasiruddin Mohammad, Saeed Ullah Khan and Arif Naveed. He, however, laments that in Quetta, there is only one arts council; a great talent but little outlets. Coming down from the high culture of art to the commoners', this issue also contains interesting articles. One such discusses the beggars' deceiving appearance, making it difficult to decide which one is truly deserving, as all of them tell some true or false, but convincing stories. Then there are discussed the street smart boys evolved from the 'banka' of Lucknow. The life world of those who live in the city's squatter settlements is also described. Culture of inner city streets of Lahore is highlighted by Khan.

5. 2003 (27 December): Two different themes 'Karachi' and 'The Passion for Fashion'

³⁹ Dr. Mubarak Ali, 'City of Lights', *DLS*, 27 June 2003, p.1.

⁴⁰ Murtaza Razvi, 'Soul of the City', *ibid.*, p.1.

⁴¹ Rumana Husain, 'What are Children Reading?', *ibid.*, p.15.

⁴² Qudus Mirza, 'The Sky is the Limit', *ibid.*, p.35.

Karachi has been the topic of many DLSs. The issue titled, 'Karachi' has multiple themes. Razvi asserts that 'Karachi is the most underrated and least celebrated achievement'.⁴³ There are articles in the Karachi issue on high-end specialty stores, which 'may satisfy the rich, [but] they largely remain out of bound for the teeming millions out there'. On the other end the popular activities and tastes include attending the *urs* of holy men, for one, Lal Shahbaz Qalandar, where devotees come from all over Pakistan, thus it becomes a national affair, more so a show of 'the spirit of the sufi concept of unity in diversity'. Jalbani describes this passion as well as the mysterious aspects of the life history of Sufi saint. Pilgrims are also given due appreciation by giving a profile of one devotee.⁴⁴ The wireless phone was expected to enter the society to revolutionize it.⁴⁵ Mustafa laments over the absence of a culture of book reading which has resulted in less availability of books in response to less demand. There has been a trend of investing in houses in the hope of bigger returns but Hussain questions this very assumption.⁴⁶ Basant festival is discussed to show that people from all over the country come to Lahore for its thrill.⁴⁷

The second part of DLS on fashion, however, has much comprehensively treated the theme. It establishes that since the 1980s, when Pakistan plunged into the fashion race, it has not seen back. Ramzi holds that fashion, in a poor country, no doubt, is a luxury, yet a considerable number of people are attuned to it, so the fashion industry has become a flourishing one. The fashion 'seems to go full circle'.⁴⁸ Paradoxically, 'what has been branded by us as unfashionable and ugly comes the rage once again, after a lapse of some years'. The local fashion shows are inspired by the fashion trends in the West, but create their own ripples, too. Ramzi discusses the fashion trends. Khan⁴⁹ describes the today's fashion designers as novice, running after money, but having no match with those who took initiative in the 1980s. Moreover, fashion history of hairstyles and shoes is discussed. Perception of people about fashion, depicting it as a liberator or otherwise, is explained. There are given stories of some successful fashion designers like Kamair Rokni, Nomi Ansari, Hassan Sheheryar,

⁴³ Murtaza Razvi, 'It's About Getting There...', *DLS*, 27 December 2003, p.1.

⁴⁴ Abbas Jalbani, 'The People's Festival', *ibid.*, p.5.

⁴⁵ Atif Khan, 'Wireless Pursuits', *ibid.*

⁴⁶ Amjad Hussain, 'Boom and Doom?', *ibid.*, p.7.

⁴⁷ Bibigul, 'What is with the Basant?', *ibid.*, p.8.

⁴⁸ Shanaz Ramzi, 'Tasting the Fashion Fruit', *DLS*, 'Passion for Fashion', 27 December 2003, p.1.

⁴⁹ Hadia Khan, 'All Sin and No Style', *ibid.*, p.1.

Usman Ditta, Nadya Mistry, and Shamaeel Ansari.⁵⁰ It is estimated that fashion has penetrated into a large section of society, as compared with the past when film stars appeared in the ads; now models are more popular than the film stars. Haque holds that the TV productions have largely focused people below thirty, who are merely interested in glamour.⁵¹ Fashion is also reflected in changing architecture of malls. Khaddar (handloom cloth) as fashion fabric is a new trend. The roof tops, instead of familiar skyline of cities, are unique to Pakistani cities. Two stereotypical young men characters of today are compared by Khateeb. Husain reporting on the art scene of the year asserts that ‘art is fast becoming a lifestyle statement’.⁵² Two articles talk about second hand clothes markets as the only way to save life of the poor in Karachi and Lahore, but he adds that the clothes got from the non-Muslims need to go through a purification ritual before a Muslim could wear them.⁵³ Another market discussed here is that of automobiles;⁵⁴ though backward, but hopes can be pinned upon it for future, as the popularity trends of famous models and old cars bring huge profit.

6. 2004 (14 May): ‘Summer in the Air’

This issue has focused the season of summer. No doubt, an important dimension of lifestyle is season, which affects mood, activities, food, dressing, and many other aspects of life. The opening article praises the summer season and lists do’s and don’ts of it. Why to celebrate summer and where to spend it, are the topics explained thereafter. The Pakistanis are advised to visit South and Southeast Asian countries for summer destination as these are fairly good ones and the ticket is also cheap. Sri Lanka, Thailand, and Maldives are particularly recommended.⁵⁵ Regarding summer fashion it is felt that too many varieties are offered in cloth, making choosing among them a ‘logistic nightmare’.⁵⁶ The children of affluent classes surely have more choices to do in the summer, and the poor have the least. The rich may go to the Cambridge University, which has been offering a variety of courses, but many of the good institutions in Karachi have followed the suit. Cultural institutions

⁵⁰ T.U. Dawood, ‘Elegant vs Fashionable’, *ibid.*, pp.11, 13, 15.

⁵¹ Khuzaima Fatima Haque, ‘Glamour in the World’, and Shanaz Ramzi, ‘Thrifty Shoppers’ Paradise’, *ibid.*, p.19.

⁵² Marjorie Hussain, ‘More to Come, More to See’, *ibid.*, pp.34-6.

⁵³ Shahar Bano Khan, ‘Cheap is Chic’, *ibid.*, p.32.

⁵⁴ Amina Saeed, ‘Street Car Named Desire’, *ibid.*

⁵⁵ Tariq Ziad Khan, ‘Nothing Like Your Own Neighbourhood’, *ibid.*, p.2.

⁵⁶ N.M. Khan, ‘The Heat is On’, *ibid.*, p.6.

like PACC and Alliance Francaise also offer such items, thus taking fun out of children's vacations, filling these with work.⁵⁷ There are discussed issues like career counseling and introduction of institutes of Karachi (SZABIST and APIIT). The architecture suitable to warmer climes has been discussed by Mankani, along with critically evaluating certain buildings in terms of their suitability for the environment. It is held that, 'Climatically responsible architecture depends largely upon layering of space'.⁵⁸

Regarding leisure, norms of mango parties, summer drinks, and recreation of nuclear family kids are also discussed along with suggesting some bestsellers from the New York Time bestselling list. Art scene of the year is also presented. Love sonnets from renowned Urdu poets are mentioned as a guide to spend summer time. The marketing aspect is also mentioned with reference to flooding with Chinese products and the hype of consumer financing as the banking system has to invest its surplus of 180 billion rupees. There is a sad remark by Khan about the least celebrated status of Karachi, while it deserved a lot.⁵⁹ Karachi is also called a 'City of Perpetual Summer' hence the theme and the articles all are much relevant for Karachi. As a summer sport, mountain climbing is discussed, calling it a thrilling, exciting but dangerous game, thus demanding very serious attitude towards it. Poor man's shopping options and cooling down the summer options are elaborated as well.

7. 2004 (24 December): 'Housing'

This edition has especially elaborated the issues of shelter, in the backdrop of enormous shortage of houses in Pakistan. The major aspects of housing discovered here include: physical, psychological, sociological, gender, family, NGOs' role, ethnic diversity, architectural changes, marketing, shortage crisis, management of household, and problems in basic facilities. Apart from this there are touched the aspects of security, child-proofing, furnishing, interior decoration, hi-tech living, home-made items, home-remedies, self-mending, and art as an essential part of housing. Human being's life is immensely affected by their style of shelter, be it in a desert, town or boats. Therefore, one can find here articles on homelessness, hostel life, living abroad, rural housing and living by the sea to enjoy walk on the beach among other good and bad aspects of it. People can work from home more comfortably. Beggars

⁵⁷ Naznin Ahmed, 'Mid-summer Camp Dream', *ibid.*, p.8.

⁵⁸ Zain Mankani, 'Building for Warmer Climes', *ibid.*, p.12.

⁵⁹ Tarique Ziad Khan, 'Living it up with a Summer Lifestyle', *ibid.*, pp. 31-2.

might have a house but no decent work. Cities of Pakistan are also described in this edition highlighting their distinct features. One can enjoy inside or outdoor, through music or other means, which become parts of lifestyle of certain people. Their homes indicate such passion. This description shows that the edition has covered the issue of shelter in a comprehensive manner. In total there are 44 articles spread over 76 pages, making it the third biggest issue in terms of pages.⁶⁰

There are certain good articles on the sociological aspect of housing as well in this bunch. Here one can see how people of different ethnicities live in their homes, what difference it makes to live on apartment floors, why women have much to do with houses, and why boys who grow in nuclear homes with no father or other elder male around, develop behavior problems. This issue has surfaced due to large scale out-migration of fathers in the past three decades.⁶¹ The empty-nest syndrome, so serious in the case of Pakistan, is discussed.⁶² Gardening as an inevitable part of home management is also explained.⁶³ Dawood has written about Feng Shui, ‘a centuries old Chinese concept of the art, of placement.’ It is literally understood as ‘Wind and Water’, or the harmony between different components of nature and the living beings. Dawood refers it here to explain its use in creating harmonious atmosphere in a household.⁶⁴ The closing article talks about the linkage between housing problems, poverty, and the economic policies of the government.⁶⁵

8. 2005 (10 June): ‘Of Trends and Tastes’

The issue is a fine blend of articles explaining the city of Karachi through memories (i.e. past), and new avenues (i.e. future). The past echoes in much of the contents, such as while talking about the foundation stone of Karachi Indian Merchants Association,⁶⁶ old water

⁶⁰ The *DLS* December 2005 was of 76 pages, too; that of December 2006 on ‘Choices Galore’ was of 78 pages, and the issue of December 2004 was of 80 pages. The shortest was of only 28 pages.

⁶¹ Muniza Inam, ‘Boys on the Side’, *DLS*, 24 December 2004, pp.20-2.

⁶² Haider Ghaznavi, ‘Dealing with Empty Nest Syndrome’, *ibid.*, pp.52, 54.

⁶³ Abu Khalid, ‘Growing Your Own Orchid’, *ibid.*, pp.62-3.

⁶⁴ T.U. Dawood, ‘Inviting a Good Spirit to Stay’, *ibid.*, p.26.

⁶⁵ Omar R. Quraishi, ‘Rising Income, Declining Poverty – So What?’, *ibid.*, p.76.

⁶⁶ It was laid by Mahatama Gandhi. See Khurram Ali Shafique, ‘Memories, Past and Present’, *ibid.*, pp.3-4. The author also refers to the founding of Karachi by a Hindu merchant in 1728 from a fishing village of twelve families.

troughs, and old buildings whispering past silently. The present is seen in articles talking about new road networks, technology, architecture, eating out, Karachi's gaining lead in designers' apparel, nerve-breaking traffic norms, talking on cell phones in no-privacy environs, growing multicultural interaction, summer engagements, and recreation. Tourism as a new avenue is also given space regarding travel to Malaysia, Khyber Pukhtunkhwa, Hunza, or Ziarat. Mumbai is compared with Karachi. Lahore has got a mention here with reference to its problems of homelessness and building a home in there.

Marketing, banks financing, plastic money, all are relevant to today's lifestyle undeniably, and these are discussed with respect to the commoners as well as the celebrities. An article discusses how to investing in the stock to remain safe from shocks when the big market players manipulate with prices and the crunch is borne by the small investors.⁶⁷ Technology, Sindhi culture, alternate stage of Lahore, music, decline of cinema-going, fashion, jewelry, all these have been among the recurring topics of DLSs, presented in this issue as well. New trends in fitness and health promoted by health clubs, yoga and gyms are discussed referring to the new reasons for joining them. Sociological themes dealt in this edition are of marriage-making, education, and youth restlessness. Technological changes are discussed with reference to shrinking business of video shops, reducing the Internet spam, expansion of mass media, and above all, people's wrong style of using the mobile phones, or SMS, etc. Three articles deal with sports – swimming, polo, and cricket. Profiles of the book readers, Urdu language enriching itself under the influence of globalization is highlighted, due to factors like lack of inhibition, new popular issues of books, multiplicity of authors' school of thoughts, and diaspora, too.⁶⁸ In the closing piece, Rufin, by personifying Karachi in a touching manner, expresses her cherished memories of living in her birth town – Karachi. She records them in a nostalgic manner, with a high note: 'Karachi, you gave so much, demanded so little. But who cared for you?'⁶⁹ This piece winds up the dialectic of the past and present of Karachi in a beautiful manner.

9. 2005 (16 December): 'Wintry Splendours'

Since Karachi has a long moderate weather, mild winters and sweaty mild summers, the DLS issue of 2005 has rightfully focused upon the glamour of winter, only a Karachiite can appreciate. Perhaps it shows a desire for having a full-fledged winter season like other parts of the

⁶⁷ Bahzad Alam Khan, 'Wise Investments', *ibid.*, p.12.

⁶⁸ Sumera Naqvi, 'Language for a Softer Image', *ibid.*, p.36.

⁶⁹ Clarence Rufin, 'Postcard from the Edge', *ibid.*, p.60.

country. The issue highlights many facets of the seasons, such as foods, sports, and special events of ball on various pretexts. It is however, commented that, 'Today's balls are very different story. They are far from the high-brow events they used to be. ... Anyone and everyone who can afford to pay – and who is in this lifestyle – can be seen at these events.'⁷⁰ Furthermore, the edition has focused on few more important aspects of winter, such as: dresses, health hazards, home recipes, painting, food, vacations, sports, flower, books and films for those who do not want to go out, and, inevitably, the celebration of new year, especially by the celebrities. There is also mentioned how the people celebrate New Year despite restrictions by the authorities. As the issue of relief for the earthquake (of October 2005) hit areas was fresh there are articles telling about re-starting conditions in those areas and fund-raising events for earthquake victims. There are some other articles on topics that have appeared frequently in the series of Lifestyle, such as interior decoration, home appliances, art, theatre, video games, mobiles, tourism, and cultural diversity.

10. 2006 (23 June): 'The Branded Identity'

The issue has particularly focused on branding and marketing mechanism involved in establishing a branded identity. Very directly related articles to this themes talk about the issues of brands as generic identities, the right to copy, branded vacations, branding for success, and malls, stalls and supermarkets. Such an overarching theme has been branched into the 'corporate' side, by focusing upon the 'corporate man' and 'corporate woman', corporate executive, 'corporate insanity', along side 'corporate side of law' and 'corporate philanthropy'. There are, however, articles about cultural snobbery, along with regular themes of entertainment, eating out, art, fitness by synergizing calories, technology, fashion, cosmetics, and technophobia, and designers dress, etc. Such items deal with changes in the corporate sector, corporate culture, and their implications for society, family and individual life. Some discursive themes are also found in here, such as 'why are we not taught history in the right perspective?', 'career counseling', and Lahore at a crossroads of past grandeur vanishing due to lack of town planning, expanding in all direction like a village.⁷¹ The starting note says: 'This is the age of importing professionalism and efficiency. The world has long "gone corporate" and there is no turning back.'⁷² The proof is provided by the

⁷⁰ Shanaz Ramzi, 'Cinderella's Night Out', *DLS*, 16 December 2005, p.4.

⁷¹ Murtaza Razvi, 'Lahore at a Crossroads', *DLS*, 23 June 2006, pp.5, 42.

⁷² Maheen F. Ali, 'A New Benchmark', *ibid.*, p.1.

fact that: ‘A book is no longer judged by the cover, it is how big its launching ceremony is which will determine its importance.’⁷³ Student life at the University of Karachi is also discussed.⁷⁴

11. 2006 (22 December): ‘Lifestyles: Past and Present’

The issue starts with discussing the giant leaps media has taken and its implications. The vicissitudes of Karachi Stock Exchange has been discussed with respect to its origin, evolution, fortune of certain individuals, total shareholders, etc.⁷⁵ Samiuddin explains how television in Pakistani has come of age, through initial experimentations, follies and choice of contents of programs. The critical tone of the article tells how very poor quality, but of popular taste continues to be catered despite rejection by hi-taste critics. The politics of PEMRA about ban on Indian channels, and the details of popular taste are discussed at length.⁷⁶ The aggressive nature of marketing is discussed as to the offering of banks for mobile phones, cars, and over-zealous involvement of the TV channels in promotional campaigns.⁷⁷ The evolution of other institutions dealt by writers include: press from the colonial era to date, art from Chughtai to Ali Azmat, art schools, letters sending mechanism ‘from chitthis [letters] to email’, and development of publishing technology as well as navigation technology from the Phoenicians and Greeks to modern day spacecrafts. Among the regular topics covered in this issue are: dress for common and bridal, tourism,⁷⁸ fashion, hairstyling from cream rolls of the 1960s to straight hair and re-bonding, eating-out through ages, health advancements from 17th century BC to 21st century genome, psychological ills, disability, pregnancy, entertainment, and changing architecture. Among the sociological topics there are ones dealing with adolescents’ crisis of growing in a directionless manner, challenges of parenting when today’s children refuse to accept ‘no’⁷⁹ and expatriate’s crisis of adjusting mentally back home.

Regarding marketing there are topics like increasing popularity of weekly bazaars,⁸⁰ and ‘chappatis or canned food’. There is a photo

⁷³ Nagina Imtiaz, ‘the Debutante’s Party’, *ibid.*, p.60.

⁷⁴ Sukaina Firdous, ‘Observations of a Snob’, *ibid.*, p.50.

⁷⁵ Dilawar Hussain, ‘The Highs and Lows of Karachi’s ‘Stock’ World, *DLS* 22 December 2006, p.3.

⁷⁶ Shaharezade Samiuddin, ‘Pakistani Television’s Rocky Road’, *ibid.*, p.7.

⁷⁷ Mehreen F. Ali, ‘Money: Easy Come Easy Go’, *ibid.*, p.9.

⁷⁸ Mumtaz Zuberi, ‘Exploring New Frontiers’, *ibid.*, p.18.

⁷⁹ Ambreen Arshad, ‘Not in the Mood for a ‘No’, and, Yasin Balagamwala, ‘From the Eyes of the Young’, *ibid.*, pp.43, 57, 72.

⁸⁰ Anna Kaleem, ‘Flea Market Goes Mainstream’, *ibid.*, pp.22-3.

feature of Gwadar—a port city undergoing development. An article tells the diminishing glory of the heritage buildings in the old city or scattered elsewhere; another explains the history of noteworthy buildings on the Bunder Road (now M.A. Jinnah Road). The glory of Manora is referred along with significance of Sufism in the local traditions. Among the history of music the evolution of pop music is traced from Rushdie's *cococoreena* to Alamgir's *dekha na tha*, up to today's bands like Junoon, Jal, Strings, etc. The popularity of the 'pop' has soared so high that 'Over time it has become all the more confusing to differentiate between pop and other genres of music. ... Yet what stands out about pop is its softness and simplicity with which it touches the heart and captures the mind of the listeners.'⁸¹ An innovative topic has been of the future excursions in to the space, to colonize the red planet, Mars, by changing its whole atmosphere for human life, or to change our own Earth by shifting icebergs to the deserts, or, to think at least in terms of industrial robots, etc.⁸²

12. 2007 (22 June): 'Let's Bring our Culture Back'

This issue has a special focus on the ingredients of culture; both material and non-material. The opening article by Mustafa explains the qualitative change in the culture. Refinement standards of manners and mind are now transformed so much, that decadence, vulgarity and mediocrity have dominated the normative structure of the society. Delineating the mission of this issue of DLS, she writes: 'Lifestyles attempts to re-awaken lost values and remind the nation that heritage and excellence need not be compromised in the name of development and modernisation'.⁸³ The old values—integrity, honesty, hospitality, courtesy and respect for knowledge, experience and age—are dwindling. 'Tolerance is a dirty word in a society ruled by tyranny', says Razvi.⁸⁴ The oppressive will of the government and majority is thrust upon masses, whether they like it or not, and a small segment of righteous ones is not tolerated any more. Moini mentions that the cultural vitality of Karachi, boosted in the recent decade, has accommodated the civic disturbance in its fold and the both go side by side. The foreign missions of France, Germany and Britain are also contributing to this vibrant scene.⁸⁵ Payamai points out that there are about sixty languages spoken in Pakistan. The language chauvinism has

⁸¹ Meera Jamal, 'The Opiate Called Pop', *ibid.*, p.55.

⁸² Atif Khan, 'Future Seen and Future Realized', *ibid.*, p.64.

⁸³ Zebeida Mustafa, 'Managing Change', *DLS*, 22 June 2007, p.1.

⁸⁴ Murtaza Razvi, 'On Tolerance of the Intolerable', *ibid.*, p.5.

⁸⁵ Qasim A. Moini, 'A Question of Culture', *ibid.*, p.1.

harm the country to a great extent only because of despotic methods and unilateral decisions of those in power.⁸⁶ The aspect of art is dealt by Ali, referring to the historical forces that remake it constantly. It mirrors the time and conditions of its production. Reminiscing the youth and the past, it is observed that past is always beautiful, especially in the face of present day trends of decadence.⁸⁷ Other articles of this issue discuss the old bygone characteristics of the social and cultural life. For instance Mughal recalls the *havelis* of the yore and the lifestyle associated with them. Regarding music, classical singing and its prominent figures are also discussed. In TV dramas the role models have been changing.⁸⁸ The joint family has been replaced by engagement with TV and computers. Ramzi observes that major celebration events of family life-cycle are now been organized by the professionals, hence these have lost the personal touch. People have shamefully ‘become hostage to commercialism’, and ‘friendship is losing its depth and sincerity. Social gatherings are becoming larger but shallower day by day.’⁸⁹ Architecture, which is called a ‘reflection of a society’s character, its social and cultural dynamics’, is now suffering with ‘ostentatious display of supposed beauty,’ which Kaleem calls ‘hideously gaudy’, and all this as ‘very much the reflection of the confusion this society is going through’.⁹⁰ Another proof of the confusion and superficiality of the culture is the parties people throw, as these are meant only to show how much lavishly they can spend, while the best memorable parties have been largely unplanned, unprepared for, only to express the alive feelings, and these parties cost nothing.⁹¹ Some other themes of this issue are generation gap, increasing problems of parenting, educating, evolution of communication and recreational technology, tourism promoted by hotels and resorts within the country, and the corporate sector ever-readiness to meet mediocre demands of its clients. It is generally accepted that the emerging changes in the cultural aspects are rather distasteful, as now we speak a spot language devoid of idioms and quotes from classics. Diversity is said to be acceptable only up to the

⁸⁶ Akhtar Payami, ‘Successful Nations are Proud of their Mother tongues’, *ibid.*, p.7.

⁸⁷ Shanaz Ramzi, ‘Whither have they Gone?’, *ibid.*, p.11.

⁸⁸ Shahrezad Samiuddin, ‘The Changing Face of Female Role Models’, *ibid.*, p.12.

⁸⁹ Shanaz Ramzi, *op.cit.*

⁹⁰ Amna Kaleem, ‘Concrete Chaos’, *ibid.*, p.15.

⁹¹ Shazia Hasan, ‘This Used to be my Playground’, *ibid.*, p.19.

extent where it does not harm our cultural and religious life.⁹² Human security is highly endangered nowadays,⁹³ however, when new ‘extreme sports’ such as free running are introduced, the wandering spirit of humans can now be more satisfied, taste buds can enjoy more. The closing article in this issue deals with national character of Pakistan, if it exists, referring to mannerism, values, attitudes, lifestyles and traditions, as its components. It is lamented that Pakistanis have no strong patriotic tradition, as is shown in their preferences for foreign music, art and their shame in calling out Long Live Pakistan.⁹⁴ Such anomalous blend of traits cannot give rise to a strong distinct national character.

13. 2007 (28 December): ‘Choices Galore’

This issue given the title of ‘Choices Galore’, focuses upon individualism, supported by ‘custom-made living’, and ‘over-abundance of good living choices’. Zuberi opines that this individualism is fed by two aspects: ‘availability of new and innovative goods’ and ‘improved lines of communication’. The technological development has been feeding market with new options every week. However the choices are limited only by the limiting quality of one’s own imagination. Moreover the choices do not always bring happiness.⁹⁵ The global trend of enjoying shopping experience in a supermarket is taking root in Pakistan as well. Amidst constantly shuffled brands, new added features, flood of advertisements, luxury goods have become social status signals, and ultimately we are trapped in a consumerist culture. This is because we do not want to let the choice go unheeded.⁹⁶ Choices are called a source of uncertainty and also of infinite possibilities springing from human creativity. However in an age of MNCs’ dominance, the local talent, creativity and originality are surely suppressed.⁹⁷

The free market policies and the resultant market mechanism have also contributed to heighten consumerism by giving broad options to the people. Discussing this aspect, Subohi explains that the cellular phone companies offered cheaper rates in competition to broaden their customer base. Consequently their revenue became enviable despite cheaper rates which became affordable for a common person. The saving

⁹² Yasin Balagamwala, ‘The Constant’, *ibid.*, p.43.

⁹³ Rizwan Edhi, ‘The Ocean of Misery’, *ibid.*, p.49.

⁹⁴ Mariam Jamali, ‘National Character or the Lack of it?’, *ibid.*, p.56.

⁹⁵ Zia ul Islam Zuberi, ‘Worldful of Choices’, *DLS*, 28 December 2007, p.3.

⁹⁶ Shyema Sajjad, ‘When Enough isn’t Enough’, *ibid.*, p.7.

⁹⁷ Haider Javed Warraich, ‘Choices, Creativity, Change and Capitalism’, *ibid.*, p.9.

options have increased due to rising number of fund managers. The media has grown from a few channels to over 50 while people are having multiple televisions sets in their homes for common and private space utility. Semi-cooked foods are making inroads for facilitating the economically active women. Some more items worth mention in this respect are hotels, event management, image management, advertising, etc., which are now changing the outlook, value structure and lifestyle of people enormously. The retail business has spread in the length and breadth of cities, even in towns. However, the consumers in backward areas are still not at par with the urban consumers, regarding availability of all commodities and services.⁹⁸

Regarding recreation it is held that, ‘Karachi has a fair amount of entertainment options that – depending on the size of your wallet and your willingness to spend – can get as lavish or as simple as you desire.’⁹⁹ The new options mentioned in the traditional ones (family get together, picnic, long drive, etc.), are the sea, parks, zoo, restaurants, cafes, gaming zones, clubs. Etc. Sports are mentioned. Housing fixtures electrical and bathroom design items, curtains, garden items, wall finishing, etc., to make one’s home a ‘dream home’.¹⁰⁰

How people feel about shopping, is amply described by Baloch as, ‘studies and research have found that binge purchasing and retail therapy is a preferred cure for emotional troubles of women compared with men ...’ It is also mentioned that though it is a costly business, certain amount of shopping is done just for feel good factor.¹⁰¹ In the same mood then there are articles on shopping for dresses, accessories, make-up, wedding costumes, pastimes, flowers to express sentiments, and choosing for tourism in eastern countries.

The choices created by technology in uncountable dimensions of life are mentioned by Umair Mohsin, such as regarding electronics, computers, mobiles, home appliances, fitness, comfort, office work, cooking, etc. Politics as a way of life is also focused and it is declared a missed chance for the students, who have already been disenchanted by the existing political parties as these have proved themselves worth for nothing regarding solution of issues. Such politically active youth has developed its own style and channels of protest.¹⁰²

⁹⁸ Afshan Subohi, ‘You’re Free to Go to Your Malls...’, *ibid.*, p.11.

⁹⁹ Qasim A. Moini, ‘The Pursuit of Pleasure’, *ibid.*, p.29.

¹⁰⁰ Shanaz Ramzi, ‘Dream Homes’ *ibid.*, p.17.

¹⁰¹ Benazir Murad Baloch, ‘Shopping away the ‘blues’’, *ibid.*, p.21.

¹⁰² For details see, Hajra Mumtaz, ‘Politics as a Lifestyle’, *ibid.*, p.28.

The internet providing a endless possibilities to the young generation, making them ‘Generation Net’, who are integrated in social networks, live a part of their life in another imaginary world, and they have become a part of the over two billion internet users community of the globe. Internet advertising, marketing, education and tourism are being popularized, thus shortening distances, cost and hassle. The possibilities are immense for the web community, and the youth has avidly integrated itself into this limitless universe.¹⁰³ Choices regarding books, magazines, children’s care items or videos, clothes, ways of healing, preparing for the wedding day, diet plans, are also increasing, more so for the affluent ones, even the housewives have found ways out of boredom of household chores. Their remote control buttons help them choose among the channels, at least. The issue of branding the same commodity with distinction has now emerged, as Adil explains.¹⁰⁴ He holds that Pakistan has introduced very few ‘great’ brands; only the older ones like Dalda or Pakola are exceptions. The ads are uniform in their approach of using a happy family module or sing and dance method. Adil asserts that the reasons behind these brands as not been emerged as lifestyle brands, as they were expected to be, is related to the poor quality of Pakistani advertising, which ‘for the most part, is sadly, mediocre at best’.¹⁰⁵

A very critical comment about availability and the incidence of utilizing this availability of choices is relevant here. ‘It’s safe to state that this increase in choices is not simply we have deeper pockets (which become definitely a major factor), but because we have willed it ourselves.... We have witnessed a change in culture. ... Pakistanis currently seemed to be afflicted with consumerism’.¹⁰⁶ Reza has explained what a Karachiite misses while being out away in other lands, something taken for granted, mostly its festivities and Islamic color, plus the luxury of food.¹⁰⁷

14. 2008 (19 December):¹⁰⁸ ‘An Ode to Karachi’

This issue especially focusing Karachi has real archival value in terms of articles and photographs. The very first photo covering the title page is that of Karachi’s most revered saint Abdullah Shah Ghazi’s grave

¹⁰³ Farooq Mobashir Hussain. ‘Generation Net’, *ibid.*, p.31.

¹⁰⁴ Momun M. Adil, ‘Too Many Products, Few Brands’, *ibid.*, p.38.

¹⁰⁵ *Ibid.*

¹⁰⁶ Adil Khalid Tirmizey, ‘Options Unlimited’, *ibid.*, p.40.

¹⁰⁷ Sa’adia Reza, ‘An Ode to Karachi’, *ibid.*, p.50.

¹⁰⁸ The issue of summer 2008 could not be published, due to administrative difficulty, as reported by the *Dawn* staff.

(1955), totally a heap of dust with a small hut as his tomb. Now the *mazar* has been a huge establishment with an envious amount of charity, devotees, non-Muslim visitors, rituals and annual celebration of *urs* (death anniversary). It changed with the city. In this DLS, the number of articles explaining a part of history of Karachi is at least seven,¹⁰⁹ apart from those many more which talk about in a cursory manner. Memories of bygone Karachi are also shared by five writers, who all nostalgically express how good it was, how bad it has now turned out to be!¹¹⁰ Cultural vibrancy and diversity is also discussed.¹¹¹ The prestigious institutions of the city are discussed from different angles, such as the State Bank of Pakistan, Karachi Harbour, Sindh Madrassa-tul-Islam, St. Joseph Convent School, St. Patrick's school-College, Mama Parsi School, University of Karachi, and the film industry. The bazaars, eating places, variety of cuisine, cinemas, zoo, and sports luminaries of Karachi are also discussed separately. Though among the most celebrated personalities of the city are mentioned only a few, it, at least, justifies the account of Karachi as a city proud of its illustrious sons and daughters. Piyami has very appropriately concluded this issue with the assertion:

Let us hope the damsel [Karachi] has a productive future in an era of peace allowing a hundred flowers to bloom and eliminating the thorns whose sharp edges have wounded the souls of many lovers of the city.¹¹²

On the whole this edition has been an attempt to preserve the memories, to document vanishing images, and to pay tribute to the great personalities, cultural communities and institutions which have shaped Karachi's unique character.

15. 2009 (20 November): 'All About Lifestyles'

This issue especially focuses on the perception of 'value' as the foremost determinant of peoples' choices for lifestyle. However, it is held that many a time people end up paying a bigger price for a less value, because the process or the concept of 'value-addition' is the one that

¹⁰⁹ These include, 'The Glory of the East', p.8, 'Story of an Island', p.16, 'The Past is Another Country', p.22, 'A Legacy of Splendour', p.22, 'Ode to the Trams', p.23, 'Their Names Liveth Forever More', p.48, and, Asif Noorani, 'Bunder Road se Keamari...', p.23, among others, all in *DLS*, 19 December 2009.

¹¹⁰ Theses include, 'To Love and to Cherish', 'The Eternal Love Affair', 'Another Time, Another Place', 'The Karachi I Remember', and 'Memories of My City', *ibid.*, pp.3, 5, 13, 35.

¹¹¹ Adil Khalid Tirmizy, 'Karachiites: A Kaleidoscope of Images', *ibid.*, p.7.

¹¹² Akhtar Piyami, 'Romance, Mystery and Unpredictability', *ibid.*, p.52.

shapes the market forces and the buyers' choices to purchase. In this vein, the edition has focused the marketing promos for phones. Making mobile a part of lifestyle of four different career persons—fashion, social butterflies, technophiles, and professionals—is discussed with technical information about the latest available technology.¹¹³ Benefits of new range of technological innovations are discussed. The economics of beauty parlours, cosmetics, and the services offered by the most to less famous parlours is elaborated.¹¹⁴ Value-added offers by air travelers and tourist packages including visa and hotel stays, etc. are described.¹¹⁵ The whole business of advertisement related to value-addition and/or its publicity is prophesied to stay with us as long as there is something to sell.¹¹⁶

There are articles about art, theatre, media, sports, and cultural rights of people. A thought-provoking article by Shinwari explains how militancy has been at the back of depriving the people of Khyber Pakhtunkhwa from economic development, education, music, and similar cultural rights.¹¹⁷ The rush for securing highest rating in the mass media has marred its quality of production and has even crushed professionalism; something for which an amateur media in greed of advertising revenue is criticized by Noorani, and to improve it, he has suggested a self-censorship, and internal ombudsman for every media organization.¹¹⁸ Education is discussed regarding its cost in the public and private sectors, and the demand and supply sides' feelings and commitments are discussed by Inam.¹¹⁹ Caleb enlightens about the qualities of the private and public sector university education.¹²⁰ Cars' metamorphosis from 1896's old engines to the latest hi-tech ones, are discussed by Chinoy.¹²¹ Evolution of sports is discussed with reference to innovations, adding new technological facilities such as Astro turf, availability of sports-specialists in psychologists and physicians, commentators, new rules, environments, coverage on media, local,

¹¹³ Umair Mohsin, 'Connecting to Your Lifestyle', *DLS*, 20 November 2009, p.17.

¹¹⁴ Ayesha Lodhi Malik, 'Parlour Games', *ibid.*, p.22.

¹¹⁵ Shanaz Ramzi, 'Flying High', *ibid.*, p.25.

¹¹⁶ Marylou Andrew, 'Ad-ing Value', *ibid.*, p.26.

¹¹⁷ Sher Alam Shinwari, 'The New Frontier', *ibid.*, p.28.

¹¹⁸ Asif Noorani, 'News and Views', *ibid.*, p.13.

¹¹⁹ Moniza Inam, 'What Price Education?', *ibid.*, p.14.

¹²⁰ Gloria Caleb, 'Public vs Private', *ibid.*, p.15.

¹²¹ Mazhar M. Chinoy, 'Joyride', *ibid.*, p.17.

national and international competitions, etc. All these point towards innovations in sports for maximum benefit.¹²²

16. 2010 (25 June): ‘All about Lifestyles’

The first article of the issue titled, ‘The ‘Me’-llennium’, like most other issues of the series, indicates the central theme of the issue. An interesting list of ‘in or out’ indicates what have undergone change in the course of a millennium. The 28 pages edition covers, what can be called the ‘basic needs’, such as: housing, furnishing, footwear, kitchens, sports, health, treatment, and energy. All these aspects are discussed with respect to their new trends, e.g. treatment in a foreign country, using natural products, energy-efficient lifestyle, walking in parks for health, and the designer’s kitchen. The glaring trends of markets are discussed regarding emergence of malls instead of old-fashioned markets, exhibitions as the best way to sell, and impact of advertising on the society in general. Modern ways of consuming are treated under the themes of restaurants, beauty parlors, disposable consumer items, and luxury cars. The question of choosing the best school has also got place in the issue resonating with much louder themes, as mentioned in this paragraph. An informative essay is about the old and new toys, which are naturally poles apart. The modern toys are used for recreation but these ‘have tremendous educational value which is adding quality and enriching the lives of children around the world’.¹²³

17. 2010 (5 November): ‘All about Lifestyles’

This issue has discussed the shopping habit of people in particular. Everyone is called to be caught in ‘oniomania—an uncontrollable urge to shop’, also called ‘shopaholism’.¹²⁴ The issue has very comprehensively treated the theme, as all the articles discuss shopping in some way. There is given history of markets and bazaars of Karachi for grocery shopping, and the emergence of street corner stores.¹²⁵ Then there are discussed shopping for antiques, convenient food, bridal dresses, formal and semi-formal dresses for style-conscious women, seasonal dresses, fashion accessories, cosmetics, books, sports goods, sanitary items, music players, pets, toys, cars, furniture, home appliances, and items for newborn. The ‘branded psyche’ or the ‘slavery to brands’ is elaborated.¹²⁶

¹²² Shazia Hasan, ‘Innovation in the Name of the Game’, *ibid.*, p.36.

¹²³ Samina Farooqi-Ahmed, ‘Toy Story’, *ibid.*, p.28.

¹²⁴ Sameera Raja, ‘Second Nature’, *DLS*, 5 November 2010, p.1.

¹²⁵ Anis Zuberi, ‘Shopping for Memories’, *ibid.*, p.2.

¹²⁶ Sa’adia Reza, ‘What’s in a Name’, *ibid.*, p.14.

About gender-differences in shopping behavior is held that the stereotypical conception of gender difference can be clarified by saying that: ‘women derive more pressure from the process rather than outcome, while men derive great joy from the outcome ... rather than the process’.¹²⁷ Childhood and college days’ memories of shopping in Bohri Bazar or eating out are mentioned.¹²⁸ Then are discussed choosing gift for a friend, for males, and females, shopping abroad, differences in shopping in Canada and Pakistan, and also the utility of junk recycle shop.

18. 2011 (24 June): ‘All about Lifestyles

This issue has mainly focused upon the evolution of Karachi as an urban centre, diversity of its life, and the uniqueness of Karachi’s heritage which needs to be preserved. The city, called ‘Jewel in the Crown of Sindh’,¹²⁹ had a humble beginning as a walled city with inhabitants around one thousand. The administrative set up of the city continued changing along with expansion in the demographic, spatial and administrative status of the city. The growth of slums and squatter settlements was a result of mismanagement and faulty development plans. The city has been a cultural hub in all ages since it was made a seat of colonial rule. Its elite class had a rich cultural life till the mid-1970s, when all this was snubbed under the Islamization drives.¹³⁰ A story of cultural vibrancy of Karachi in the 1960s and the 1970s is related by Rodrigues.¹³¹ The architectural splendor of famous buildings of Karachi is fast vanishing. Lamenting this, Lari questions, whether it was the ‘apathy towards our heritage and loss of footsteps of history that breeds strife and violence?’¹³² Then there is an article discussing roadmap of flyovers and underpasses. Cultural diversity of Karachi is unique in Pakistan as it holds all shades of Pakistan and even some found no where but in Karachi. The life patterns of Dawoodi Bohras, Memons. Ismailis, and Gujaratis are highlighted by Sadriwala.¹³³ Contribution of Parsis is highlighted in particular.¹³⁴ The cultural life of the migrant

¹²⁷ Saad Shafqat, ‘The Way We Shop’, *ibid.*, p.3.

¹²⁸ F.N.A., ‘A Bazaar Affair’, *ibid.*, p.6.

¹²⁹ Murtaza Razvi, ‘Jewel in the Crown of Sindh’, *DLS*, 24 June 2011, p.1.

¹³⁰ Anjum Niaz, ‘What Happened in Karachi, Stayed in Karachi’, *ibid.*, p.4.

¹³¹ Menin Rodrigues, ‘Don’t Worry, Be Happy’, *ibid.*, p.12.

¹³² Yasmeen Lari, ‘Crumbling Facades’, *ibid.*, p.6.

¹³³ Maryam Murtaza Sadriwala, ‘Mosaic of Cultures’, *ibid.*, p.9.

¹³⁴ Teenaz Javat, ‘A Legacy Unmatched’, *ibid.*, p.11.

inhabitant group of Sheedis of African origin is described by Reza.¹³⁵ The history of Aram Bagh Park, the politics of naming streets, and implications of changing demographics of Karachi are some more angles of discussions in this supplement. The tradition of *musha'ira* (poetry reciting meeting), the film industry of Karachi, the high tide of cinema's popularity, fashion history, and advertisement industry of Karachi are treated in full length articles. No one can miss beaches while talking about Karachi, and the history of beach amusements, water sports, crabbing, living on beach front and in a rented hut for a day on shore, and Clifton funland are mentioned here.¹³⁶ Moreover, here are discussed parks, food, truck art, donkey races, and horse-carriages of Karachi. In short, all the good variety of topics related to lifestyle in Karachi, are covered in this supplement.

19. 2012 (22 June): 'All about Lifestyles: Highway to Pakistan'

This issue focuses the wandering spirit which if forces some one takes one into Pakistan, shows around a number of cities. These include: Karachi, Lahore, Peshawar, Rawalpindi, Multan, Khairpur and Quetta. Moreover is explained the adventure and lure of traveling to the majestic and unexplored beauty of Deosai plains in up north region, the hills surrounding the capital Islamabad, the shore from Karachi to Gwadar, the Chiltan mountain of Quetta, the desert of Tharparkar, Kirthar Mountain, Tilla Jogian near Jhelum, and then the splendors of Azad Kashmir. In addition to the journey to Hunza and then to Rakaposhi the awe of K2 is explored through a trip to its base camp. Some other landmarks discovered in this supplement include: Kalash way of life, fruit gardens of Balochistan, underwater fun by scuba diving, great saints of Islam and Hindu and Sikh heritage sites in Sindh, and the city of the dead—Moenjodaro. In this way the supplement is a kind of travelogue, a traveling guide, and a tempting catalogue of worth-seeing places in Pakistan, a land of unexplored natural beauty. This is meant to promote tourism in the country, not only as fun and hobby, but as a healthy activity for the whole family.

Change delineated by Dawn Lifestyle Supplements

¹³⁵ Sa'adia Reza, 'Out of Africa', *ibid.*, p.13.

¹³⁶ See, Erum Adnan, 'Make a Splash', Mansoor Murad, 'Boats, Beaches and Bazaars', Shazia Hasan, 'City by the Sea', and Sumera S. Naqvi, 'Funland, Anyone?', Nom De Plume, 'Hut Kay', *ibid.*, pp. 21-4.

The socio-cultural change happening in Pakistan is, no doubt, diverse, expansive as well as intensive, hence complicated. The discussion on change in Pakistan made in this section would be surrounding the concepts derived from the theoretical literature and the DLS own definition of lifestyle. The discussion is limited only to what the contents of DLS articles suggest. The quantitative data of the articles, and the preceding section on themes of DLS, show that the title theme of each DLS and other recurring themes of all the DLSs reflect how 'lifestyle' has been conceived by the *Dawn*. The following account gives an overall picture of 'change' with respect to 13 major aspects of society highlighted by the DLS articles. Due to limited scope of this article further details cannot be presented.

In the following subsections, the factors mentioned and discussed in the DLS are grouped for thematic analysis. This section is basically meant to show comprehensive nature of the material produced in DLS.

Individual life: There seems rising individualism reflected in changed patterns of child rearing, giving more voice to the younger generation, diminishing control of elders on the family and society, education supporting individual choices, grooming of merit, and above all multiple forms of mobility. Due to increased means of social mobility and a noticeable rise in female's participation in economic and political sphere, there are consolidated trends of individual's control on one's life, especially for the females. Unprecedented increase in connectivity through mobile phones, Internet or other forms of ICTs, has ultimately given freedom to individuals. Even house-women are now not confined in the old sense. In the nucleated families, availability of loans for cars and houses, easy installments of all one wants to get in the name of technology, transport or even business, make people move on individual basis. With heightened affordability, the lifestyle of upward moving individuals is also improved because of all the attractions and comfort it brings along. The urban environment gives impetus to such an improvement; take the case of Lifestyle expos for one.

Collective life: As compared with rising individualism, one would naturally expect decline in collective life, whereas the trend is in the opposite of it. The consumerist culture has brought people out of homes for eating, shopping, recreation, travel, business, education, and

attending exhibitions.¹³⁷ Cultural activities like parties, concerts, exhibitions, sports, book fairs, festivals, and particularly religious activities (*urs, milad, qawwalis, holi, diwali, nauroze*, etc.) all bring people close. Students get chances through the guiding events (education expo) to study abroad. Beach activities are becoming freer and more accessible to an increasing number of people. The newly acquired cars help people visit others inside or outside the city. The ICTs build more linkages around the globe and provide opportunities of virtual travel and participation around the globe. Physical travel to long distance has become a routine for many. Media has enhanced the feeling of being aware, included and capable to respond or determine the events many others are also participating. The global citizenship is now being defined largely by the technology one can afford.

Dressing: The fashion industry has skyrocketed in Pakistan, especially in Karachi. The recent lawn exhibitions are an ample proof. The harbinger of change was the initiative by TJs in the 1980s; since then it has only spiraled. Designers' dresses and accessories have now become a preference for the middle class as well. Earlier no one knew such 'hi-class style'. This is very clearly an impact of mass media and urban culture, though marketing strategies of the companies are also contributing to it. This trend is not limited to women; men are equally following it, be it an occasion or a casual need. Closely related to the subject is adoption of beauty standards popularized by the mass media.

Eating out and recreation: Eating out has emerged as the most favourite outdoor entertainment activity. A set of articles dealing with the practice of eating out, declares it as the most popular activity of the Karachiites, in the wake of many other drawbacks of the urban system, such as poor law and order situation, under-developed beaches and water sports, but a good variety of cuisine available in the food market. The business is discussed in the context of Karachi, where international restaurants are in abundance, in the face of the hegemony of international names like Pizza

¹³⁷ Despite continued problem of law and order, the city of Karachi has maintained its pace of holding exhibitions, fairs, cultural events, balls, literature festivals, and similar events, which are attended by a large number of people. This indicates an urge to be a part of modern urban culture, updated and at the forefront of change, effecting as well as accepting it. In a way such events are balancing the terror and distastefulness of foul playing of forces which want to spoil the city's cultural life.

Hut and McDonalds.¹³⁸ In Lahore, Gwalmandi and Heera Mandi Lahore were tabooed places for women in particular; now these are changed into popular food streets for all and sundry. In Karachi, Chinese were high fashion till the mid-1960s; now Chinese is everywhere. Foreign food and fast food restaurants become popular, first of all in Karachi. Their staff is no more as polite as was earlier. Then only the travelers used eating facility, no family outdoor recreation it was, as it has now become. Some of the restaurants have established themselves in coffee or drinks only and youth go there for social talk. Inside the home, during eating at dinner table, TV has become the focus of family talk while eating. Children prefer eating while watching TV, whatever their position may be, so the social interaction within the family has minimized. Cooking and serving method have changed. Certain dishes have become famous with Karachi. Family's awareness of nutrition and availability of ready-made food, junk food, and semi-prepared food has made people choosier; meanwhile the job of a home budget-maker and the cooking person has increased.

The city life having a colour of beach city is discussed in a number of articles which mention crabbing or eating fresh crabs or fish. Eating out has been the most favourite pastime of the Karachiites, and in this sense Chinese restaurants are found the best, according to Murad. The city is called a haven for foodies since it offers food from all parts of the country, the region as well the globe. Karachi has its popular specialties, too.¹³⁹ A good amount of cooked fish is sold as cooked on streets in Karachi, but seafood is offered at very few places.

The recreational profile of Karachi is described as sport fishing, scuba diving, rowing, sailing, underwater photography, etc. The fun parks' past and present, beaches, with a hut facility, and donkey races under the patronage of local authorities, are all mentioned.¹⁴⁰ Life along the beaches cannot be complete without mentioning the fishing communities in coastal villages, still struggling to stick to their ancestral occupation, and culture, too.¹⁴¹

Marriage and family dynamics: Regarding marriage it is held that the fundamental standards of match-making are not changed to a great

¹³⁸ Adil Khalid Trimzey, 'The World Food Court', *DLS*, 28 December 2007, p.15.

¹³⁹ Qasim A. Moini, 'A Taste of Karachi', *DLS*, 24 June 2011, p.27.

¹⁴⁰ Details are given by Nagina Imtiaz, 'When Donkeys Go Racing', *ibid.*, p.30.

¹⁴¹ S.R. (only abbreviation given), 'Sons of the Soil', *DLS, ibid.*, p.31.

extent, though other aspects of marriage have changed a lot. Earlier love marriages were rare; parents preferred their own choice—mostly a girl who was supposed to have household skills (*sughad*). Now the new generation asserts more for their choices showing a declining regard for the elders' choices. As more women are in the workforce, age at marriage is raised. The prospective spouses are largely allowed to see each other or in many cases to call, chat, or go out for courting. Dispelling film-like love affairs, now the boy's demand for professional wives has gone up. Even today, the groom side has an upper hand in making decision, whereas the bride side has to compromise more often. The couple's choice is also being given certain weight, as compared to the past practice of having first glimpses of each other caught only in *aarsimushif*.¹⁴²

It is indicated that a noticeable shift in childrearing practices has happened. Though generation gap is dwindling, but parenting has become a difficult job, as the moral values, now thrown into confusion, were definite in the past. Another reason is availability of a large variety of hi-tech products, which is material-obsessed, too. Now parents want to give freedom but expect children to be well-behaved and disciplined. Challenges and suggestions for improving parent-children relations and effective parenting are discussed in many articles.¹⁴³ Regarding family life the growing plight of old age and pressures on a nuclear family are also mentioned.

Social relations: The change in Pakistan has given birth to a growing middle class. However, the lifestyle of the affluent class has remained distinctly different from the middle- and lower-income classes, 'who have been more than willing participants in the race for more and more commercialization'.¹⁴⁴ The social classes are not mixing with each other that freely as in the past. The social spaces for residence, education, dining out, recreation, vacations, shopping, and marriages have been differentiated. The elite culture of clubs and balls has now shifted to private balls and anyone who can afford attends them. Class

¹⁴² It is a marriage ritual in which bride and groom are allowed to see each other on the day of marriage, not directly, but through a mirror. Sumera Naqvi, 'The Perfect Match', *ibid.*, p.32.

¹⁴³ For instance, Shaista Saeed, 'Parents Then, Parents Now', *DLS*, 13 June 2001, p.31.

¹⁴⁴ Omar R. Quraishi, 'The Triumph of Retail Therapy', *op.cit.*

consciousness has been rising, and it is particularly mentioned for the society of Khyber Pakhtunkhwa.¹⁴⁵

Ethno-cultural differences have plagued the situation of national integration but the materialistic consideration has surpassed other parochial considerations. In Islamabad, people judge each other by their grades, dresses, residences and similar other status symbols. However a popular or mass culture is also growing which is enjoyed in the beaches, shopping malls and bazaars, restaurants, fairs and recreational sites. Elite, no doubt, try to stay away from such places. Media has been defining the external aspect of social relations by promoting commercial interests of extravaganza and indulgence in worldly pleasure. Whoever can afford comes to get on the board.

Thinking (ideals, ideology, role models): The value system is changing and with it the old values are dwindling while new ones are not as much worth appreciation, according to the DLS authors. The emerging trend of consumerism is supported by remitted money from overseas Pakistanis, and the spread of commercial facilities throughout the country. Role models have largely changed from traditional ones to modern liberal and western or global ones. People want to preserve the good old traditions only if they can sustain in the new age. Experimentation and following new trends has become a norm. Architecture, art-scape, and material items of daily use, all have taken new shapes under the influence of various factors, globalization and free market being prominently included in them.

Worldviews: Worldviews define purpose of life and inform how the world is organized. A person's worldview is his/her 'inside view colored, shaped, and rearranged according to his[/her] cultural perceptions'.¹⁴⁶ People's perception about culture and desirability of different items is a basic determinant of their willingness for change. Among the people's emerging preferences discussed in DLS, according to Redmond, most prominent has been consumerism, a global phenomenon, bringing new choices to Pakistan, which has been confirmed as a major emerging market in 2006. With rising consumerism in any part of the world, more people are needed to run a 'consumer society', so new opportunities for Pakistan have also been seen growing thus supporting its bulging population and reaping the reward for investment in the human capital. Moreover, he holds that the traditional cultural roles are being

¹⁴⁵ Intikhab Amir, 'At the Crossroads', *DLS*, 13 June 2001, p.57.

¹⁴⁶ E. A. Hoebel, *op.cit.*

challenged, and the Islamic distinct characteristic of being ‘a culture in itself, a way of life’, has also come under tension, hence more questions have come up for immediate attention. Redmond understands that the traditionalists are fast being outmoded while the pressure to choose between going back to the nomadic roots or being modern while preserving the old beliefs are fundamental choices to be made by all Pakistanis.¹⁴⁷ Some other trends showing change in worldview refer to individualism, parenting becoming more child-friendly, tours to distant lands, more emphasis upon being connected, more inclination to enjoy art or decorate houses, and a burst of desires triggered by unlimited variety of items/services available in the market and known through massive advertisements.

Value system: Values are undergoing change in Pakistan. It is lamented that the genuine of the past is no more valid. Values of knowledge, respect for parents/elders/teachers, love for homeland, contentment, and living and spending within one’s own means are the traits gone lower on the scale; consumerism, individualism, and commercialism have taken super-ordination instead. This-worldly achievements and hedonism have become prominent. Gratification from eating a good variety of food, wearing nice dresses, and living in stylish houses, are the trends being consolidated. ‘Shop till you drop’ is seen as the motto of a large number of people coming to the shopping malls. It is now understood that an instinct of greed is at work in all decisions of life, be they related to commodity purchasing, making friends, or choosing a spouse.¹⁴⁸ Furthermore, people have also adopted a craze for brands thanks to advertising industry. Mustafa asserts that this is the age of consumerism hence one has to adopt this behavior. Economists do appreciate it as it gives choices, so material possession are generally equated with personal happiness, hence they promote advertisements and manipulation of consumers as a part of sellers’ policy. She, however, insists that people should think of being connected to people, instead of objects, to arrange more social interaction, to ensure happiness not the rat race for purchasing power.¹⁴⁹

¹⁴⁷ Thomas Redmond, ‘Consumerism – Ultimate or Choice?’, *DLS*, December 2007, p.64.

¹⁴⁸ See the editorial note, ‘Price vs. Value’, and Fouzia Mapara, ‘Something Extra’, *DLS*, 20 November 2009, p.1.

¹⁴⁹ Zubeida Mustafa, ‘The Flip Side of Consumerism’, *ibid.*, p.5.

Aspirations and desires for the future: Despite the problems in governance, provision of basic needs and security, and the rising wave of terrorism having engulfed the society, the authors of lifestyles have not lost hope. The plight of the poor is described with a positive note that they are sustaining on self-help basis. Aspirations and wishes for the future of the poor class are rarely discussed in the DLS articles, yet these can be elicited in the popular choices like *biryani*, ethnic dresses and folk dances. Instead modern housing, modern architecture and interior decoration, new cars/transport, tourism for secular and religious purposes, heavy spending on education and a love for stylish living are avidly promoted, accepted and enhanced deliberately. It shows that the class catered by the DLS and the exhibition activity associated with it is other than the lower class. This reflects upon a ‘class bias of the English-press’, or the ‘educated class’, and the show is largely based on the capitalist approach of advertising.

Technology: A unique character of today’s lifestyle is that it cannot be sustained or understood without mentioning and appreciating the role of communication technologies. The DLS series has very well elaborated this aspect by including a large number of articles on it. For instance, the one by Majid discusses the benefits and ills of modern ICTs,¹⁵⁰ and those of automobile technology and marketing are elaborated by Ghaus.¹⁵¹ Moreover there are discussed the benefits of modern money-transfer technical solutions, historical evolution of picture technology from cinema to VCRs and DVDs, and marketing technology which has been changing the shopping style and consumer behavior. For instance, there have emerged privilege cards, shopping for best value through bargain and shop-survey method as compared with cash & carry hyper stores. An article explains affordable facilities for an average citizen in the health sector; another deal with modern way of banking for facilitating a modern lifestyle efficiently, to enable the citizens contributing to the national economy.¹⁵² Sales announcements offering cut in prices and consumers’ rights, professional theft of thousands of cars and the efficacy of available anti-car-lifting systems, along with the new home-security systems are other topics related to consumers. It is understood that widespread accessibility to technology is also found inevitably changing people’s lives regardless of the factors that what is being

¹⁵⁰ Sahar Majid, ‘The Urge to Tell and Share’, *DLS*, 28 December 2007, p.59.

¹⁵¹ Saud Ghaus, ‘Better Products, Lower Prices’, *ibid.*, p.62.

¹⁵² Afshan Subohi, ‘Banking on Trust’, *DLS*, 20 November 2009, p.20.

offered on TV, good or bad, but the choice is there.¹⁵³ This alludes to the democratizing effect of technology. The earning options have changed as some people are making money and living a life full of satisfaction only through computers without stepping out of their homes. The cyber crimes are also emerging. Women sit in the house and can have a convenient access and conversation to their relatives or friends in any part of the world. They can also enjoy a good variety of TV channels hence their housework seems less boring now. The cooking recipes and cooking channels are another advantage for those who love to cook.

Art: Art scene in Pakistan is no way depressing. For instance, the youth in Pakistan have created a secular art form by amalgamating the unique musical heritage of South Asia. Nonetheless, technology can have an unpredictable impact for the indigenous arts. As elsewhere, in Pakistan too, there are worth-noting rather alarming indications that the traditional arts, crafts and customs are vanishing under the impact of modern technology.¹⁵⁴ For traditional art of Pakistan, Ali highlights its global recognition for having distinct aesthetic representation of popular sentiments. In fact, this art is popular with all sorts of local low-cost carriages and fancy items. This class of painting is a big business in Karachi, employing about 50,000 people, offering customized services. 'Karachi has its fair share of populist expression stemming from primitive folkloric beliefs, superstitions and myths which is widely manifest in [peoples] ... attitude and approach to life.... [This] beautification is a display of the [carriage] owner's pride and sense of honour and a mock show of strength and status.'¹⁵⁵ Another beautiful ride is of the buggy (horse-driven cart), which are about 50 in number left over from a royal regal past when these ruled the Karachi roads.

Production of art which preserves indigenous, historic and vanishing scenes, both in Karachi and Lahore and the rural hinterland is discussed by Ali. Ali also writes that Pakistani artists had now realized that 'blind devotion to western sensibilities was divorcing their art from its roots. In search of selfhood they had leaned too heavily on alien 'isms'. Now the need was to 'equate art with the mores and customs of our culture.'¹⁵⁶ Regarding art, space created for it in Lahore landscape, is noted as a growth of diversity and an increasing awareness of 'globally

¹⁵³ Omar R. Quraishi, 'A Changing Life', *DLS*, 10 June 2005, p.37.

¹⁵⁴ Mahtab Bashir, 'Lok Virsa Striving for Cultural Resurgence', *DLS*, 23 June 2006, p.53.

¹⁵⁵ Salwat Ali, 'Traditional yet Contemporary', *DLS*, 24 June 2011, p.29.

¹⁵⁶ Salwat Ali, 'Artscape Pakistan', *DLS*, 22 June 2007, p.9.

relevant art', both in subject matter and mediums'.¹⁵⁷ A transformation in cultural outlook and practices of the young Pakhtuns is reported by Shinwari while asserting that: 'Sincere efforts are needed to bring a qualitative change, raising the living standard of our people without threatening our social fabric, national identity, our aesthetic values and purpose of life.'¹⁵⁸ Art is regarded as a field in which people invest as art lovers and also taking it as a 'lucrative' activity. This decision is made generally out of emotions according to one's own personality whereas the business buyers go after good reputation of the artist. Pakistan has produced a good number of artists whose diverse work is available in the market.¹⁵⁹

The history and evolution of business of theatre production, training, popular or original themes, entertainment, and cut in number of theatre-goers are the aspects discussed for Karachi and Lahore.¹⁶⁰ Regarding music, change in its offering is found stunning, though the music industry is still in infancy, Moini believes. However, '[b]ands are proliferating exponentially and are finally experimenting with bolder lyrical themes and non-conformist compositions. ...Today the gamut of the Pakistani musical landscape includes bands that dabble in everything from black metal to proto-electronica'.¹⁶¹ Regarding such experimentation, Marjorie Husain comments that traditional art is found to be taking form of an inspirational variety depending upon the creativity of the artist.

Regarding minor arts, there are sad notes about vanishing traditional local crafts, while modern arts like Ikebana, are gaining popularity. It is accepted that the global trends are dominating in all spheres of culture and art because interaction with global cultural community is increasing. Karachi's own cultural diversity and vibrancy is discussed in almost all editions. One author calls it a melting pot,¹⁶² while it is a pluralistic mosaic according to some other writer.¹⁶³

¹⁵⁷ Saira Dar, 'In the Frame', *DLS*, 20 November 2009, p.12.

¹⁵⁸ Sher Alam Shinwari, 'The New Frontier', *ibid.*, p.28.

¹⁵⁹ Salwat Ali, 'Buy What You Like', *ibid.*, p.13.

¹⁶⁰ Hajra Mumtaz, 'State of the Play', *ibid.*, p.3.

¹⁶¹ Qasim AbdAllah Moini, 'The Sounds of Change', *DLS*, 27 December 2002, p.15.

¹⁶² Shanaz Ramzi, 'The Melting Pot by the Sea', *DLS*, 13 June 2001, p.51.

¹⁶³ Maryam Murtaza Sadriwala, 'A Mosaic of Cultures', *DLS*, 24 June 2011, p.9.

Gender: It was discussed unsurprisingly under the familiar themes of gender discrimination, by asserting that, 'While the role of women has changed, men have paradoxically not changed their attitudes and expectations. They want to be served and refuse to share the housework'.¹⁶⁴ Entry of women in new fields,¹⁶⁵ especially in the corporate sector¹⁶⁶ with 'a new mobility and sense of enterprise',¹⁶⁷ is given special attention. It has generated discussion about dual roles of mothers as caregivers and breadwinners. Life of women living in bureaucratic city of Islamabad is described as being different from other urban centers as it involves a number of funerals, weddings, *juma* and *meena* bazaars, and of course showing off the level of income through appearance'.¹⁶⁸ Plight of a poor Christian woman, in Lahore is described by Razvi, which gives an insight into thousands such other true stories. Gender issues seem to matter less important in the lifestyle themes, perhaps due to a predominant control of women on the choices related to lifestyles. Rather a large volume of adverts is focused on women who generally shop for food, clothes, household items, cosmetics, health products, and children's accessories, and their advice is mostly sought for other items as well. Both house-based and earning women have a close connection with the household, its quality, its culture, and outlook. Women's occupational choices are discussed by Muniza Inam.¹⁶⁹ It is an important dimension of changing lifestyle in Pakistan. Another one is of marriage. The women of today, it is held, have become more confident and self-sufficient, so can decide more easily to walk out of an abusive marriage as compared with the past.¹⁷⁰ This indicates a change in their status in general as well as within the institution of marriage.

This section has outlined few prominent aspects of change as reflected in the mirror of DLS. The following section looks into the contents of the ads.

Advertisements in DLS

The *Dawn* Lifestyle supplement series has two major components: articles and advertisements. In fact, the theme of lifestyle itself has been

¹⁶⁴ Anis Haroon, 'Conflicting Pressures', *DLS*, 13 June 2001, pp. 53-4.

¹⁶⁵ Shazia Hasan, 'Girl Power', *DLS*, 11 April 2002, p.19.

¹⁶⁶ Maheen A. Rashdi, 'The Third Red Line', *ibid.*, p.20.

¹⁶⁷ Talat Aslam, 'Winds of Change', *ibid.*, p.1.

¹⁶⁸ Sameera Raja, 'The Grades of Wrath', *DLS*, 13 June 2001, p.55.

¹⁶⁹ Muniza Inam, 'Occupation Choices for Women', *DLS*, 28 December 2007, p.19.

¹⁷⁰ Fouzia Mapara, 'Made in Heaven', *ibid.*, p.43.

multifarious/multiplex, attractive to both intellect and senses, and the DLS has been inviting to cultivate a taste for 'better lifestyle' not whatever the individual reader can think of, but what the *Dawn* and the advertising agencies had envisaged. This section deals with that particular message of DLS. All the 19 DLSs devoted huge space to ads and that in a very appealing manner. The event has also been publicized regularly. The huge turn-over of people to the DLS series made it the biggest ever success of its kind. It is reported that the advertising companies have been waiting for the *Dawn* Lifestyle events for their own business purpose.¹⁷¹ In this background, having a brief section on the DLS advertisements as well, is deemed relevant here. It would further elaborate the way the subject was treated by both the organizing agencies. A special issue of DLS titled, 'Branding Identity', mentioned in the preceding pages help understand the way DL issues have adopted various techniques of advertising.

Advertisements appearing in Lifestyle supplements have their close link with the whole process of Lifestyle expos as these transmit the message of lifestyle in a powerful manner, a message of change, implicit in the ads and a message of persuasion to buy the advertised items since that means adopting a more 'modern', more 'meaningful' and more 'enjoyable' style. The items advocated in these ads clearly show that consumer items top the list, and that was the prime concern, as well. Moreover, the western standards of lifestyle and happiness through consumption are projected. The following paragraph shows the data and analysis based on DLS ads:

In total number of 1644 ads appeared in seven DLS, of June of 2001, 2003, 2005, 2007, 2011, and 2012 and December 2002. These were selected randomly for coding the ads in terms of their message and product being promoted. Here are those products in descending order. Food items and food chains (565, 34.7%), electric gadgets of household use (145, 8.8%), toiletries (122, 7.4%), Beauty/cosmetics, personal care (111, 6.75%), health and medical related items (106, 6.4%), banking and financial management related products (105, 6.4%), information technology devices, services or packages (70, 4.3%), decoration, furnishing and drapery (47, 2.9%), motherhood/children's items (45, 2.7%), the houses, building, gardens and building material (36, 2.2%), dress and accessories (27, 1.6%), travel, hotels, immigration (24, 1.5%), machinery (18, 1.1%), transport and stationery (17 each, 1%). The categories having less than one percent scoring include: multinational companies' detailed ads (15), CNG, fuel, energy (14), the Government of

¹⁷¹ <http://www.Dawn.com>, 22 November 2012.

Pakistan (14), security systems (12), builders' ads, shopping for plot/houses (11), Lifestyle expos' ads (11), Dawn Group's own publications (10), kitchen material, cigarette (10 each), books, education, printing, and language (10), watches (9), FM radio/TV channels (6), music (5), advertising agency (4), national savings (3), and *Dawn* itself (1). There were miscellaneous (18) items.

Conclusion

The set of 744 articles presented in 19 editions of *Dawn* Lifestyles exhibits a number of qualities, which make it a good source of studying the changing Pakistan society. There is immense variety and the articles treat their main theme or sub-themes meticulously. These articles have elaborated the importance of changing lifestyles for the *Dawn* readers and people who came across and participated in the Lifestyle expo activities. The DLS has invited renowned scholars mostly from within the country to write. Hence a number of social scientists, architects, renowned authors, veteran journalists, professionals especially in the field of IT, writers who once were associated with newspapers but later went to other countries or cities, and *Dawn's* own staff, were assigned the job to write. In this sense the quality of articles written varies from very good to average. Anyhow a good variety of themes is covered. At places mere observations are given with little analysis, but at others, academic theories, philosophies and debates are also mentioned. This means that the articles need to be evaluated individually. It can be safely said that among this huge pile of articles, there are exceptional items as well, which can enlighten the reader about the subject with deep insight. As far as the low-analysis articles are concerned these at least provide food for thought, a raw material for further analysis, in their own right or in conjunction with other articles on the same issue.

A focus on major cities and regions of Pakistan can be observed in this series but the whole country is not covered yet. As regards the repeated themes in various issues, these recur due to their relevance for the main subject. It can be concluded with confidence that since major dimensions of social change – demographic, urbanizations, technology, spending patterns, culture, economics, and social relations, are covered in the articles, the *Dawn* Lifestyle supplements can be called a comprehensive set of writings on social change in Pakistan.